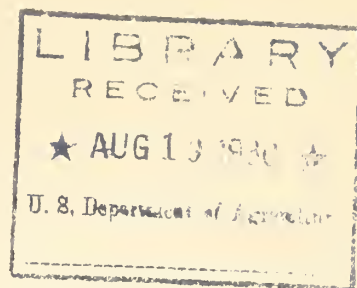
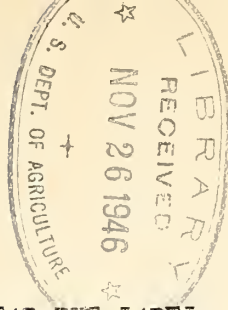


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HOW TO READ THE LABEL

Why the "Guaranteed" Line Is Absent From the Label Now.

"Guaranteed under the food and drugs act, June 30, 1906," at one time appeared on nearly all food products sold in the United States. It no longer appears, and housewives have asked, "Isn't the food and drugs act enforced any more? Doesn't the Government protect us from adulterated and misbranded foods now as it did years ago?"

The answer is that the food and drugs act is enforced more efficiently today than ever and the greatest protection possible under present conditions is being assured by the Food, Drug, and Insecticide Administration, United States Department of Agriculture.

No longer is the statement, "Guaranteed under the food and drugs act, June 30, 1906," allowed on food products for the reason that many housewives believed the guarantee meant that Government inspectors had examined every can or package containing that legend and vouched for the purity of the food therein. Letters were received by the department from persons who had found a spoiled package of food bearing the guarantee. Obviously, it was impossible to examine all food sold. The guarantee merely meant that the manufacturer guaranteed the product to be pure. The officials examined his shipments regularly, but could not prevent an occasional spoiled package from reaching the consumer, and did not want the public to think that the Government was recommending or guaranteeing any food products sold.

Feeling that the legend was deceptive, the regulations for the enforcement of the food and drugs act were amended in 1914 to do away with the use of the guaranty on the package, so that housewives would exercise all due caution in buying foods and not think that every package was Government inspected.

The purpose of the old guaranty legend had been to protect the dealer from liability to prosecution if he was found selling foods or drugs which were in violation of the act. The goods could be seized, but the jobber or manufacturer who guaranteed the product and not the dealer would be prosecuted. With the amending of the regulation the authorities still wanted to provide the dealer with immunity from prosecution, so the regulation was made that the dealer can demand a guaranty in writing from the manufacturer, wholesaler, or jobber that the foods and drugs he buys are in compliance with the law.

